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"THE WOOD ETERNAL"

CYPRESS

FOR

Exterior Trim
(OF COURSE)

CYPRESS
POCKET LIBRARY

VOL. 12

AN IMPORTANT FACT:

A FEW WORDS EXPLAINING WHY "ALL-HEART" CYPRESS SHOULD BE SPECIFIED FOR NON-ROT USAGES.

All trees, in terms of lumber contents, consist of two parts, the "heart" material, or mature wood constituting the inner bulk of the trunk, and the series of rings (of solid wood—not bark) known as "sap," which vary in thickness from one inch to four inches, or thicker, and which are the newer growth, and which, in due course, will become an addition to the "heart" wood, and be, in turn, replaced by still newer "sap" growth beneath the bark of the expanding trunk.

The "heart-wood" of almost all trees is somewhat darker in color than the "sap-wood," and in most species—is easily distinguishable.

"Sap" cypress, like the sap part of all other woods, is less solid and compact and therefore is not recommended for special endurance against decay. It has not yet enough of the singular essence known as "cypressene" to adequately protect it from decay germs, and in this respect is not conspicuously more enduring than the corresponding part of other trees. The "HEART-WOOD" OF THE CYPRESS is, however, thoroughly impregnated ("vaccinated," as it were), and it is the ALL-HEART WOOD OF CYPRESS that has made its historic fame as "the wood eternal."

It is obvious that for numerous uses the sap material is just as good as the heart, but for those uses where resistance to decay is a vital factor it is essential that "ALL-HEART" be specified. Best let your contractor or dealer know that you know this, when ordering.

Some Plain Facts

about some of the mistakes some
people sometimes make in their

HOME BUILDING AND SOME REASONS

(of importance)

WHY

CYPRESS

is so much the best wood for

Exterior Trim

Seventh Edition, November, 1920.

Those Who Know Cypress Best, Like it Best

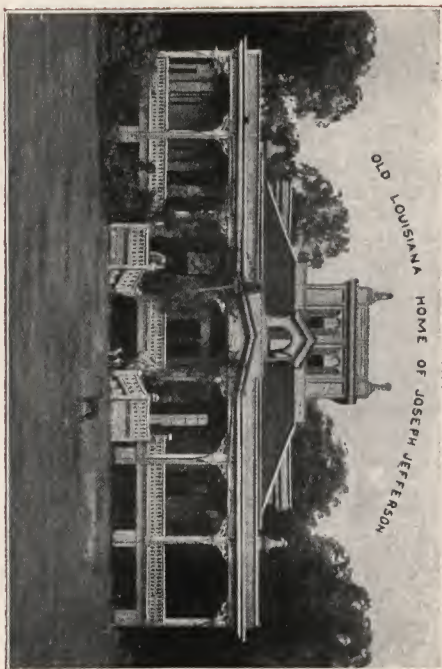
Of course the people of the South, where CYPRESS grows, have had the advantage of knowing its distinction and peculiarly valuable qualities—and certain it is that they have utilized that advantage with enthusiasm.

Thousands of the finest manors and historic country seats, as well as uncounted cottages, have been built of CYPRESS from sills to peak.

The remarkable rot-defying qualities of this famous world-old wood have consistently shown the wisdom of those who "build with CYPRESS *at first*, and so build but once."

The famous old home of Joseph Jefferson, as much beloved as its master, is of CYPRESS throughout. The illustration of it herewith shows how remark-

THE WOOD CYPRESS THAT LASTS



CYPRESS **STOPS PROPERTY DEPRECIATION**

ably CYPRESS is adapted for exterior trim, either simple or ornate. It does not rot away and give the house that pathetic, ragged look of old houses made from short-lived woods.

A sweet and venerable homestead known as "Shadows-on-Teche," in New Iberia, Louisiana, is entirely of CYPRESS. It was erected in 1804 and *has not been painted since 1864.*

The CYPRESS residence of Capt. Perique (after whom the world-famous "Perique" tobacco is named), in Litcher, Louisiana, is known to be over 100 years old. (Condition perfect.)

Haven't you seen people point with pride to the inside finish of their homes when you happened to know the outside was in need of repairs?

There is no business deal you have ever entered into that is quite so important as *the building*

"BUILD BUT CYPRESS ONCE"—USE

of your home. You expect to live in it and enjoy your leisure hours in it. It is to be a part of your very life.

Yet few men enter into an everyday business deal with so little real knowledge of comparative values.

How much do you know of the relative worth of various woods for different uses?

Building is nothing more than the selection of proper materials and the putting of them together according to some plan previously determined upon. Have you given as much conscientious thought and investigation to the *materials* as to the workmen who will put them in place?

Has it occurred to you that it is vastly more important to give serious consideration to the exterior finishing of your house than to the interior finishing? The inside is subject to many

CYPRESS BEST FOR "ALL OUT - DOORS"

alterations and caprices of taste.
The outside is the thing itself.

Paint protects woodwork and *retards* decay, but it does not *prevent* decay if the woodwork is exposed to the weather and consequently to the inevitable and ever-busy rot influences. It is a good thing to keep the outside of a house well painted, but it is far more important to see that *the wood under the paint* is the kind which will last longer than other woods, whether painted or not.

In other words, as a result of centuries of investigation and tests, CYPRESS should be used for *all exterior trim*, because it *enhances your investment* at no greater first cost, and a much reduced final cost.

CYPRESS should be used, because of its known qualities, for cornices and cornice trimmings, base boards, gable ornaments, window and door frames, sash, shutters, screen frames, lattice and in all of the decorative work

**INVEST—DON'T
SPECULATE. USE CYPRESS**

designed to beautify the exterior of the building.

Even in brick or stone houses the cornices are sometimes and the window frames are always of wood; this wood should be CYPRESS, because *CYPRESS* *resists decay* longer than any other known wood and is not high priced.

CYPRESS takes and holds paint or stain perfectly and contains absolutely no resin. It will stay in place without warping or twisting and has less tendency than other woods to either swell or shrink.

Weather conditions have no destructive effect upon it. In fact, in the case of unpainted CYPRESS shingles, weathering *improves* their picturesque beauty, without lessening their value.

To put it all in one sentence:

In all of the elements which go to make a perfect material for out-of-door use *CYPRESS* *takes first place.*

**CYPRESS SPECIFY IT—
INSIST ON IT**

It was Kipling who wrote:

“I wish myself could talk to myself as I left 'im a year ago; I could tell 'im a lot that would save 'im a lot on the things that 'e ought to know!”

You have probably had regrets of this sort many times during your life. You don't want to have them, if you can help it, after the completion of your new home.

There are more mistakes made in the selection of material for the outside of a house than for the inside—and they are much harder to correct.

We want you to investigate the merits of CYPRESS for use in many other ways and believe we can give you real help. Will you write your building problems to our “All-Round Helps Dept.”?

**Southern Cypress Mfrs.’
Assn., New Orleans, La. and
Jacksonville, Fla.**

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PUBLIC NOTICE:

How you can be sure that CYPRESS is CYPRESS?

Of course you want Cypress, "the Wood Eternal," for all uses where it represents the highest utility and ECONOMY. But—how are you to know that what you get is Cypress? And, if it *is* Cypress, how can you tell that it is the genuine decay-defying

"TIDE-WATER" CYPRESS?

"TIDE WATER"

CYPRESS MANUFACTURED BY ASSOCIATION MILLS IS NOW



IDENTIFIED BY THIS TRADE-MARK

The one way for you to be sure that the Cypress you get was grown in a region near enough to the coast to possess the MAXIMUM of decay-resisting quality is to refuse all but genuine "TIDE-WATER" CYPRESS—and the only way to know that you're getting Tide-water Cypress is to insist (and keep on insisting) upon SEEING WITH YOUR OWN EYES the REGISTERED TRADE-MARK of the Southern Cypress Mfrs. Assn., stamped ineradicably in one or both ends of EVERY CYPRESS BOARD OR TIMBER, and on EVERY BUNDLE of "small sticks" such as flooring, siding, moulding and shingles. This is the mark to BUY BY—now that every piece of the TRUE "Wood Eternal" made by a member of the established and ever-watchful Association is at once identified by its maker and "O. K.'d" by the Association mark. "Buy by the Cypress Arrow."

CYPRESS

"THE WOOD ETERNAL"



**BUY YOUR CYPRESS
OF YOUR OWN LUMBERMAN**

HE HAS IT—OR WILL GET IT

**INSIST ON GENUINE
"TIDEWATER" CYPRESS.**

**IDENTIFY IT BY THIS TRADE-
MARK IN THE END OF EVERY
BOARD AND ON EVERY BUNDLE**



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